



FLIXMEDIA INPAGES BOOST SALES CONVERSION BY 10%

“Leading Russian retailer OZON.ru have tested the impact of Flixmedia’s service on their shoppers and are pleased to report a 10% positive bounce in sales thanks to INpages.”

Flixmedia, the industry-leader in understanding, optimising and influencing omni-channel shopping experiences, are delighted to announce a great result that proves the impact of Flixmedia INpages. The OZON.ru leadership team recently joined Flixmedia at ShopTalk Europe in Copenhagen and discussed their interest in testing the specific impact of the Flixmedia service. The test they conducted in-house proved the value of the INpage service with a 10% jump in sales conversion.

The AB test was conducted during October using a representative sample of brands and products from the OZON.ru range. AB tests are simple in design; within the same timeframe, an ‘A group’ of shoppers are exposed to the Flixmedia INpages whilst a ‘B group’ are not. The different behaviour patterns exhibited by those shoppers that were not exposed to the rich content versus those that were exposed can be tracked (dwell time, interactions, add to cart rate) and compared. This allows retailers such as OZON.ru to test the impact of the INpage syndication service alone whilst controlling for all other variables.

Ben Perrins, Chief Customer Officer at Flixmedia added;

“It was great to meet with OZON.ru at ShopTalk this month and share ideas. The team and I in London are extremely pleased to see this fantastic sales uplift result thanks to INpages. OZON.ru were able to test the behaviour of shoppers that click the rich content ‘tab’ on the OZON.ru product details pages and compare the sales rate with shoppers that were not exposed to the content. Flixmedia and our countless brand partners in Russia are delighted to see empirical evidence of the success of the program. We look forward to continued collaboration in Russia in 2018 and beyond”.